

ORDER



Orders **Order / Rev:** 704716
Alt Order #: 06264226
Product Desc: FRIENDS OF THE MJRTY
Estimate: 4939
Flight Dates: 08/07/12 - 08/20/12
Original Date / Rev: 08/14/12 / 08/14/12
Order Type: Political

KPNX
Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency **Name:** Multimedia Services
Buying Contact:
Billing Contact:
915 King Street 2nd Floor
Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser **Name:** Friends of the Majority
Demographic: A35+
Product Codes: IS-Candidate/US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	50	\$35,075.00	\$29,813.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	50	\$35,075.00	\$29,813.75	0.00
Totals	50	\$35,075.00	\$29,813.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	08/13/12	08/17/12	M-F 6-7a 12 News Today	CM	6-7a	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
rr from \$475 to \$600 per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--					3	\$600.00		0.00			
2	KPNX	08/07/12	08/10/12	M-F 6-7a 12 News Today	CM	6-7a	-TWTF--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-TWTF--					2	\$800.00		0.00			
3	KPNX	08/20/12	08/20/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					1	\$700.00		0.00			
4	KPNX	08/13/12	08/17/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--					4	\$700.00		0.00			
6	KPNX	08/20/12	08/20/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					1	\$600.00		0.00			
7	KPNX	08/13/12	08/17/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00

Order / Rev: 704716
 Alt Order #: 06264226
 Flight Dates: 08/07/12 - 08/20/12

Advertiser: Friends of the Majority
 Product Desc: FRIENDS OF THE MJRTY
 Estimate: 4939
 KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KPNX	08/13/12	08/17/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWTF--			4		\$600.00		0.00				
N 8	KPNX	08/07/12	08/10/12	M-F 5-530p M-F 5-530p	CM	5-530p	-TWTF--	:30	4	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-TWTF--			4		\$900.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KPNX	08/06/12-08/12/12		M-F 5-530p		5-530p	-TwThF----	:30		(\$900.00)		0.00	NM		
Credited [mg line 24]															
9	KPNX	08/20/12	08/20/12	M-F 6-630p 12 News 6pm	CM	6-630p	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
rr from \$700 to \$800 per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	M-----			1		\$800.00		0.00				
10	KPNX	08/13/12	08/17/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
rr from \$700 to \$800 per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWTF--			4		\$800.00		0.00				
11	KPNX	08/09/12	08/09/12	M-F 6-630p 12 News 6pm	CM	6-630p	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
3x reduced to 1x on thur 8/9 only per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	---T---			1		\$1,200.00		0.00				
13	KPNX	08/13/12	08/17/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
# of spots changed from 3x to 4x per week per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWTF--			4		\$750.00		0.00				
14	KPNX	08/20/12	08/20/12	M-F 530-6a 12 News Today	CM	530-6a	M-----	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	M-----			1		\$225.00		0.00				
15	KPNX	08/13/12	08/17/12	M-F 530-6a 12 News Today	CM	530-6a	MTWTF--	:30	5	\$225.00	P-2	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWTF--			5		\$225.00		0.00				
N 16	KPNX	08/07/12	08/10/12	M-F 530-6a 12 News Today	CM	530-6a	-TWTF--	:30	4	\$225.00	P-2	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-TWTF--			4		\$225.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	KPNX	08/06/12-08/12/12		M-F 530-6a		530-6a	-TwThF----	:30		(\$225.00)		0.00	NM		
Credited [mg line 25]															
17	KPNX	08/13/12	08/19/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTWTFSS	:30	4	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
# of spots increased from 2x to 4x for the week per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWTFSS			4		\$2,000.00		0.00				
18	KPNX	08/18/12	08/18/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S-			1		\$350.00		0.00				
19	KPNX	08/18/12	08/18/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev:	704716	Advertiser:	Friends of the Majority	
Alt Order #:	06264226	Product Desc:	FRIENDS OF THE MJRTY	KPNX
Flight Dates:	08/07/12 - 08/20/12	Estimate:	4939	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
19	KPNX	08/18/12	08/18/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S-		1			\$500.00			0.00				
20	KPNX	08/19/12	08/19/12	Sun 8-10a 12 News Sun Today	CM	Various	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S		1			\$350.00			0.00				
21	KPNX	08/19/12	08/19/12	530-6p 12 News Sunday 12 News Sunday	CM	530-6p	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S		1			\$500.00			0.00				
22	KPNX	08/13/12	08/17/12	M-F 530-6a 12 News Today	CM	530-6a	MTWTF--	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00	
	rr form \$150 to \$200 per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	08/13/12	08/19/12	MTWTF--		1			\$200.00			0.00				
23	KPNX	08/13/12	08/17/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00	
	add to schedule per mike- to match total															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	08/13/12	08/19/12	MTWTF--		1			\$225.00			0.00				
N 24	KPNX	08/20/12	08/20/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	1	\$900.00	P-2 *	0.00	NM	1	\$900.00	
	mg															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	08/20/12	08/26/12	M-----		1			\$900.00			0.00				
N 25	KPNX	08/20/12	08/20/12	M-F 530-6a 12 News Today	CM	530-6a	M-----	:30	1	\$225.00	P-2 *	0.00	NM	1	\$225.00	
	mg															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	08/20/12	08/26/12	M-----		1			\$225.00			0.00				
N 26	KPNX	08/16/12	08/17/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	---TF--	:30	1	\$1,000.00	P-2 *	0.00	NM	1	\$1,000.00	
	mg \$ moved from hl 6257466/tr703427 for 1x pe 7/31 (flight 7.31-8/6)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	08/13/12	08/19/12	---TF--		1			\$1,000.00			0.00				
														Totals	50	\$35,075.00

*Tax 1 Note: Tax 0.5%.